

DEVOE VELOUR FINISH



GLOSS *and* SEMI-GLOSS

A WASHABLE PAINT FOR INTERIOR
WALLS, WOODWORK AND CEILINGS

INTERIOR decorators are as one in assigning to walls a position of first importance in any scheme of interior decoration.

W. Shaw Sparrow, the famous English decorator, says:

"Walls are a background to a picture and this picture is a room, with furniture to occupy the middle distance, and the foreground peopled by living men, women and children.

What are the qualities of a good background? The first one is repose, for a background must keep behind the rest of the picture, and yet, while never asserting itself in a troublesome way, it must support and enrich a definite scheme. When the right background is discovered, a good general effect is within easy reach."

Velour Finished walls have many advantages:

Water will not injure them. Even where the risk of accident is great, as in kitchens and bath-rooms, Devoe Velour Finish will give long and satisfactory service.

A Devoe Velour Finished wall is readily cleaned. Only soap, water and a piece of cloth are needed to remove finger prints, grease, soot or pencil marks. A Velour Finished wall can be washed many times without impairing the beauty of the finish.

**USE A DEVOE SUPERKLEEN BRUSH
FOR A GOOD WALL PAINT JOB!**



SOLD BY

L. C. ANDREWS

**Lumber & Building Materials
SOUTH WINDHAM, MAINE**

Manufactured by

Devoe & Raynolds Co., Inc.

New York

Chicago

PRINTED
IN
U.S.A.

DEVOE VELOUR FINISH

Available in Gloss or Semi-Gloss

Washable, durable and beautiful finishes for ceilings, walls, woodwork and ironwork. They will not crack, chip or scale, and are not discolored or injured by water or heat.

Each color can be obtained for either a Gloss or Semi-Gloss effect. Devoe Velour Finish Gloss dries with a highly glossy finish of great beauty and durability. Velour Finish Semi-Gloss is equally as durable and washable as the Gloss, but provides a less glossy egg-shell finish. The color card shows only the type of finishes.

PREPARATION FOR USE

Fill all cracks and uneven places with a mixture of plaster of paris, whiting and water, or with patching plaster. Allow to dry thoroughly.

Stir Velour Finish thoroughly, being sure that any pigment that may have settled to the bottom is completely broken up.

If Velour Finish becomes too thick after remaining open for some time, it can be thinned with a very little turpentine.

All colors are intermixable so that any desired shade can be easily obtained.

Use a Devoe Set-In-Rubber Brush

DIRECTIONS FOR USING DEVOE VELOUR FINISH GLOSS

New Walls and Woodwork—Be sure the walls are thoroughly dry. Apply a priming coat of Devoe Velour Finish Semi-Gloss of same shade as finish coat. No other undercoat is required. Allow to dry, and then apply one coat of Devoe Velour Finish Gloss.

Old Walls and Woodwork—Best results will usually be obtained by applying first a coat of Devoe Velour Finish Semi-Gloss of same shade as finish coat, followed by a coat of Devoe Velour Finish Gloss. If,

however, the surface to be re-painted is clean, in good condition without need of patching, and light in tone, a darker tone of Devoe Velour Finish Gloss can be applied at once without any undercoat.

Burlap or Canvas—Treat as you would new wall.

Ironwork—Treat as you would woodwork. An undercoat of Devoe Velour Finish Semi-Gloss is usually desirable.

DIRECTIONS FOR USING DEVOE VELOUR FINISH SEMI-GLOSS

New Walls and Woodwork—Be sure walls are thoroughly dry. Use two coats of Devoe Velour Finish Semi-Gloss, both of the same color. No undercoat or priming coat is needed.

Old Walls and Woodwork—No undercoat is necessary. Two coats of Devoe Velour Finish Semi-Gloss will usually give best results. If, however, the surface to be re-painted is clean, in good condition without need of patching, and light in tone, a single coat of a darker tone of Velour Finish Semi-Gloss, without undercoat, will be adequate.

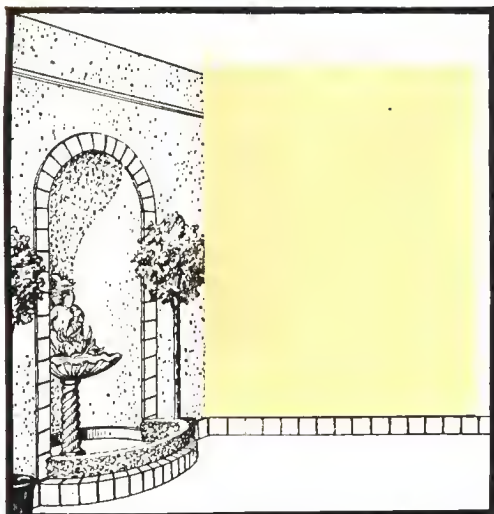
Burlap or Canvas—Treat as you would new wall.

Ironwork—Treat as you would woodwork. Two coats of Devoe Velour Semi-Gloss, without undercoat, will give satisfactory results.

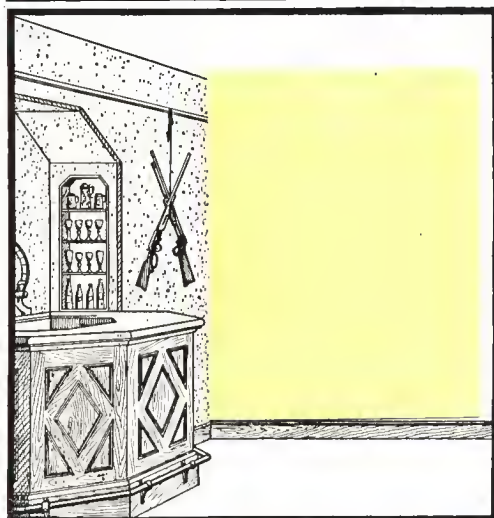
We gratefully acknowledge the assistance of the following in selecting colors for Velour Finish:

Richard E. Thibaut, Inc. • Good Housekeeping
Studio of Architecture and Furnishings • Cheney
Brothers • House & Garden Magazine • B. Alt-
man & Co. • Delano & Aldrich • Woman's
Home Companion • W. & J. Sloane • North
American Society of Arts, Inc.

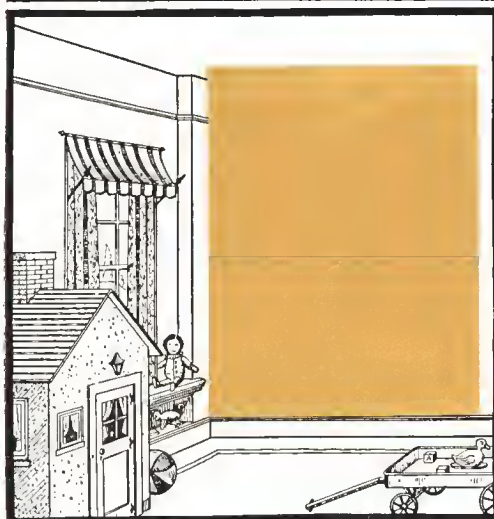
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810
Cream

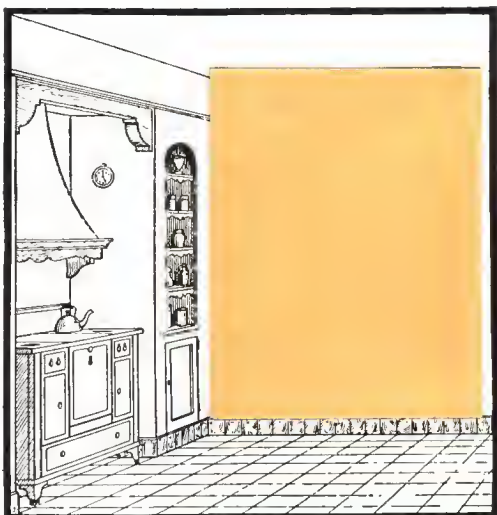


811
Light Ivory

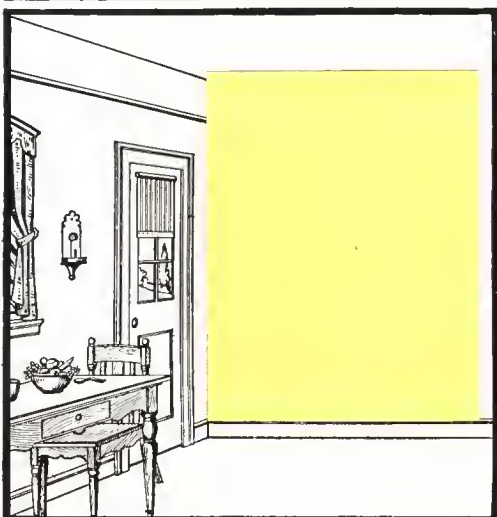


813
Beige

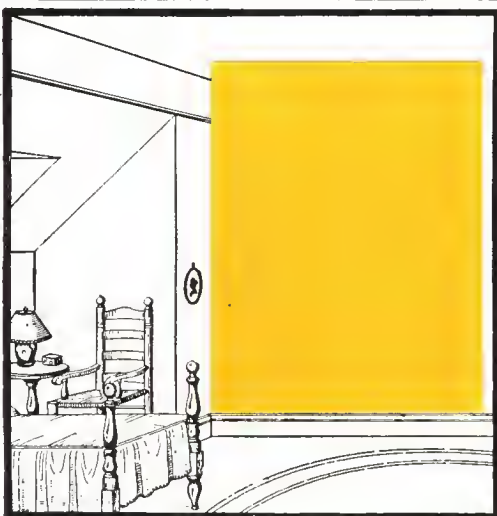
ALSO 820 BLACK



812
Peach

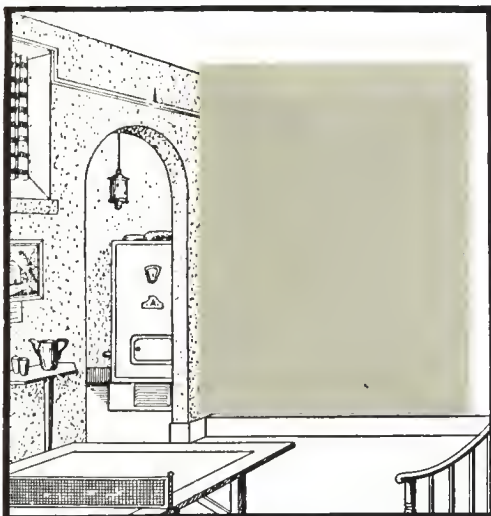


826
Cornsilk

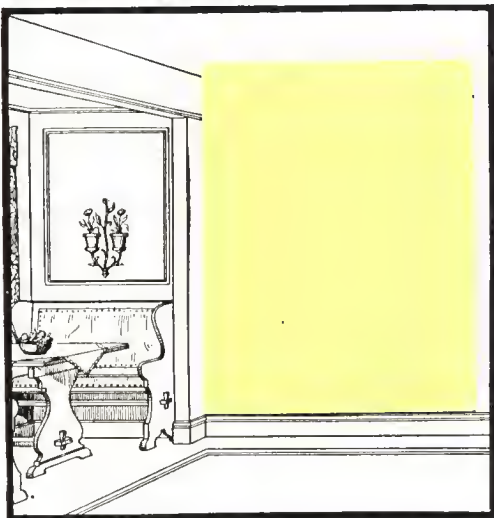


827
Sunflower

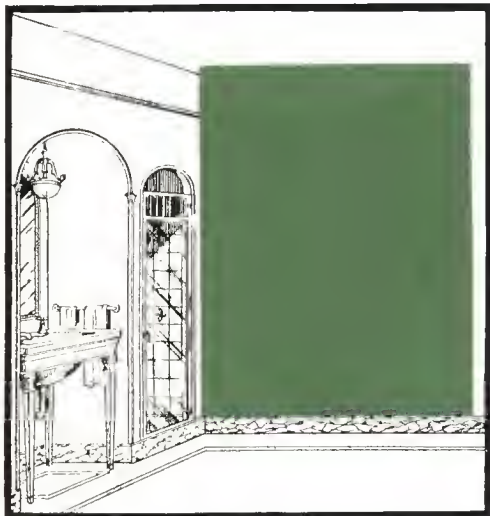
ALL COLORS ARE AVAILABLE IN GLOSS AND SEMI-GLOSS
(Gloss labels carry the initial "G" in addition to the number)



825
Dove

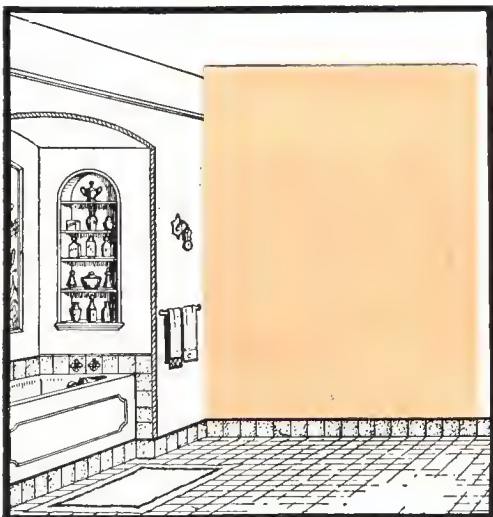


822
Nile Green

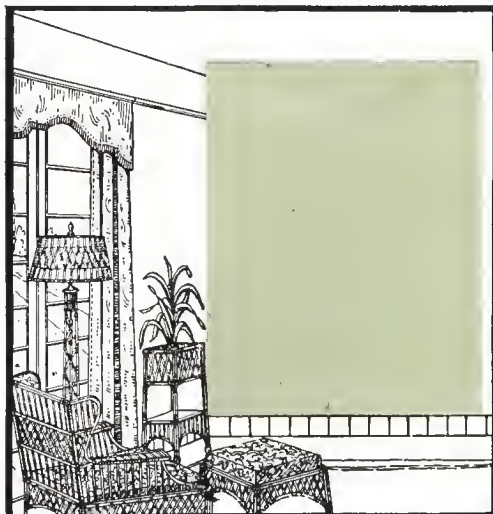


819
Sea Green

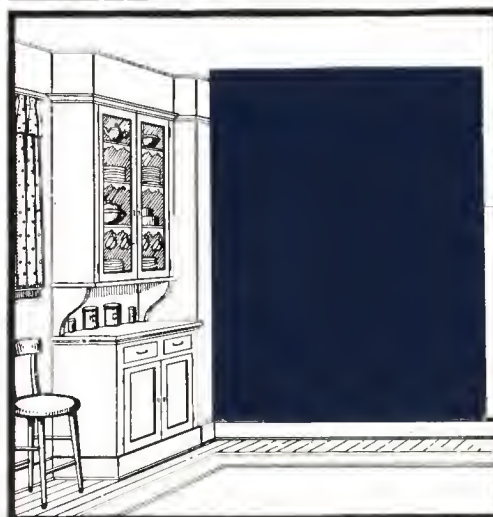
GLOSS—CHIPS SHOW BOTH TYPES OF FINISH.
ber, and the semi-gloss labels carry the initials "SG")



823
Coral Tint



824
Hydrangea



828
Pekin Blue

ALSO 821 WHITE

INTERIOR decorators are as one in as-

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